

THE ONLY MAGAZINE DISTRIBUTED GLOBALLY TO THE INDUSTRIAL VEHICLE MARKET

ivt

2021-22

MEDIA SCHEDULE AND ADVERTISING RATES

INTERNATIONAL INDUSTRIAL VEHICLE TECHNOLOGY



Image courtesy of Alberto Seco



BACKGROUND AND SCHEDULE | DISTRIBUTION AND READERSHIP | ADVERTISING RATES

www.ivtinternational.com

THE iVT SERIES

iVT International

Off-Highway Annual Review

If your components and technologies are used in off-highway vehicles, then this edition of **iVT International** provides an excellent platform from which to promote them. **iVT Off-Highway Annual Review** acts as a showcase of the latest components and technologies available to off-highway OEMs. Detailed editorial features cover a wide range of subjects, from advanced concept designs to component engineering and manufacturing technology. A variety of components are featured, although particular emphasis is placed on drivetrains, mobile hydraulics and driver controls, cab ergonomics and styling. Circulated worldwide, the **Off-Highway Annual Review** provides vehicle manufacturers with an unrivalled guide to the latest technologies, while component manufacturers benefit from an effective marketing opportunity.

iVT International

Quarterly Magazine

Distributed worldwide, the quarterly **iVT International** magazine provides more topical, news-driven coverage of the industrial vehicle market and examines the design and engineering of all classes of vehicles covered by the annual review. **iVT** magazine contains case studies on newly launched vehicles, together with industry news, interviews and market reports. Regular technology updates focus on particular component groups, examining new product and technology advances in areas such as mobile hydraulics, drivetrains, vehicle design, electronics, electrification and automation.

Contributions from industry specialists focus on the latest designs and engineering technologies that enhance vehicle development. Available four times a year, **iVT** magazine provides a regular platform from which to promote your company to OEMs worldwide.

iVT China

Biennial Review

The ideal publication in which to advertise to the vitally important Chinese market. 5,000+ copies are distributed to senior engineers and designers at China-based OEMs manufacturing all categories of industrial vehicles. Printed in Mandarin with free editorial and advertising translation available.



PUBLISHING SCHEDULE

IVT2 2021 **June**

iVT International Quarterly Magazine – June

Electronics issue

Principal Editorial Features: Advances in off-highway electronics, anticipating market trends in the year ahead and how electronic advancement allied to automation is optimising the industry. All the latest lift-truck developments with a review of new technology in the sector. Plus new construction vehicle launches and a leading OEM interview offering industry insight.

IVO **August**

IVO: Off Highway Annual Review 2022 edition – August

Design Challenge 2021

Principal Editorial Features: Design Challenge leads the way! – see the industrial vehicles that will change the future as conceived by today's talented industrial designers. Share their experience as they confront the challenges of how to make tomorrow's industrial vehicles even better. In addition, all product groups are featured: Engines; Powertrains; Fluid Power; Electronics; Ergonomics and Styling; Manufacturing and Exhibitions.

IVT3 2021 **September**

iVT International Quarterly Magazine – September

Hydraulics + Engines + EIMA preview

Principal Editorial Features: Examination of the latest hydraulic developments + drivetrain technologies. Stage V engines and emissions controls. Review of the most recent alternative vehicle propulsion systems. Preview of EIMA International 2021, 19-23rd October in Bologna, Italy. EIMA is one of the leading trade fairs for agricultural and gardening machinery, and features 2,000 exhibitors and 50,000 machine models. Other features include cab ergonomics and driver controls. New agricultural developments and the latest construction vehicle launches.



IVT4 2021 **November**

iVT International Quarterly Magazine – November

Electrification issue + Agritechnica preview

Principal Editorial Features: The latest electric vehicles being developed by OEMs and a review of the latest supplier technology. Preview of Agritechnica 2022, 27th April - 5th March, Hannover. The leading agricultural trade fair and exhibition for agricultural machines, technology systems and components – and the meeting place for agricultural vehicle manufacturers and the supply industry. New agricultural vehicle launches, precision farming and ISOBus.



IVT1 2022 **March**

iVT International Quarterly Magazine – March

Bauma Munich preview + Construction vehicle review + Connectivity

Principal Editorial Features: Preview of Bauma Munich, 4/10th April 2022, Europe's premier trade fair for construction vehicle manufacturers and their equipment suppliers. Related new vehicle launches and construction vehicle features. New developments in connectivity are examined with special emphasis on CANbus and telematics.



DISTRIBUTION AND READERSHIP

Off-Highway Annual Review



OEM distribution/vehicles featured:

- Excavators and earthmoving
- Construction
- Open mining and quarrying
- Forestry
- Agricultural
- Crane and heavy lift
- Road building
- Lawn and garden

Total worldwide distribution: approx. 12,500

iVT International quarterly magazine



OEM distribution/vehicles featured:

- Forklift trucks
- Lawn and garden
- Airport ground support
- Container handling
- Municipal and cleaning
- Crane and heavy lift
- AGV/SGVs
- Open mining and quarrying
- Excavators and earthmoving
- Forestry
- Road building
- Agricultural
- Construction

Total worldwide distribution: approx. *20,000

iVT China Review



OEM distribution/vehicles featured:

All industrial vehicle categories featured

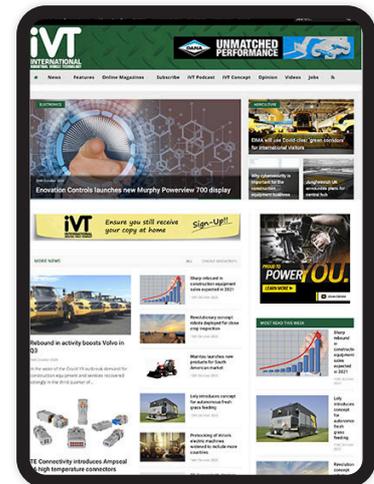
Total distribution in PRC: 5,000+

First published in 1993, and now sent six times a year to just over *20,000 senior managers, designers, key specifiers and decision makers throughout the global industrial vehicle industry, Industrial Vehicle Technology International is the leading publication for technology and innovation in off-highway and materials handling vehicle development.

Hard copy registrations – mailout approximately 10,000 printed copies.
 Digital version – email dispatch approximately 10,000 digital copies.
 Europe 59.9%, North America 28.7%, Asia/Pacific 11.6%, Rest of World 2.7%.
Full-colour interactive digital version also available online.

All copies are sent free of charge and on an individually named, fully registered basis to directors, chief engineers, designers, senior managers and engineers responsible for the design and development of industrial vehicles and those concerned with component testing and purchasing. The circulation is continually updated as additional engineering personnel register for copies. The iVT circulation research team is in constant contact with OEMs to ensure copies reach the industry decision makers – the personnel responsible for making and influencing buying decisions.

*Combined print/digital version



iVT INTERNATIONAL ONLINE MEDIA



www.iVTinternational.com

At www.iVTinternational.com you can read and download from the website the latest digital versions of the **iVT International** magazine series as well as archived issues from the past. It's a great source for keeping up to date with the latest industry developments, news and views. At a cost of £1,500 a year you can promote your company by posting a profile of your company's products and activities in our **Supplier Spotlight** section. Fill your **employment vacancies** by sending us your industry recruitment advertisements, which we will post on the recruitment section of the website without any cost.

Website statistics February 2021

Unique users	14,757
Sessions	21,949
Page views	32,896
Average time per visitor	1 minute 30 seconds

iVT Digital E-Newsletters: the key news stories are emailed weekly to the iVT database of key industrial vehicle personnel, ensuring that the website achieves excellent industry penetration. Web links back to the iVT home page encourage frequent reader hits, and the website is continuously promoted by email, phone campaigns, advertisements in iVT media and at dedicated industry exhibitions.

Promote your company's technology, components and systems directly to OEMs using iVT's e-media platform!

Banner positions are available on the iVT website and on iVT Digital E-Newsletters.

For advertising rates, positions and specifications for iVT digital media see details on page 5

iVT MAGAZINE ADVERTISING RATES

iVT Quarterly Magazine

	£	£
Double-page spread	7,315	8,450
Single page	4,700	6,155
Half page	3,345	3,770
Quarter page	1,750	

(four issues)

Special positions **Prices on request**

(e.g. outside back, and inside, covers)*

Advertising discounts are available for multiple orders

Series booking discounts: two issues 5%; three issues 7.5%; four or more issues 10%.

Agency discount: 15%

* Series bookings only

Please note that the iVT magazine series is published in two sizes and advertisement dimensions are as follows:

Mechanical Details

iVT International quarterly magazine, iVT China Annual Review

Page trim size:	215mm (width) x 275mm (height) (8.465in x 10.827in) All printed matter should be within 5mm (1/4in) of the edge to allow for trimming
Text area:	195mm (width) x 255mm (height) (7.677in x 10.039in)
Half page:	183mm (width) x 115mm (height) (7.205in x 4.528in). No bleed option
Quarter page:	88mm (width) x 115mm (height) (3.465in x 4.528in). No bleed option

Mechanical Details

Off-Highway Annual Review

Page trim size:	210mm (width) x 297mm (height) (81/4in x 115/8in) All printed matter should be within 5mm (1/4in) of the edge to allow for trimming
Text area:	180mm (width) x 270mm (height) (7in x 101/2in)
Half page:	180mm (width) x 132mm (height) (7in x 51/4in). No bleed option

Format: All material should be supplied electronically by email

ADVERTISER EDITORIAL OPPORTUNITIES

Technical Articles

A limited amount of space is available for advertisers to submit objective 600 word technical articles. These editorial positions are allocated on a first-come, first-served basis, and must run within the same issue an advertisement is run.

Bulletin Boards

Again, subject to the availability of space, positions for concise technical press releases of 200 words (with one colour photograph) are available free of charge to advertisers. They are published in the four issues of iVT International quarterly magazine only.

*Please note: Technical features and bulletin board entries appear subject to the editor's approval, are published in the house style and will be edited to ensure style is consistent throughout the publication. Limited space necessitates that where editorial contributions exceed maximum word count they will be shortened. Technical features may be affected in terms of specified page layout if text and pictures fail to meet size and/or quality requirements. Picture quality is required at 300dpi; size should ideally be no smaller than 15cm wide.

"An invaluable benchmarking tool for the product engineering community"

Dr Klaus G Hoehn, vice president advanced technology and engineering
DEERE & COMPANY

"For a specialist OEM, it's the essential reference for sourcing partnerships with component suppliers"

Helmut Kanzler, vice president development
KÄSSBOHRER GELÄNDEFAHRZEUG

"iVT is a reliable product that is leading the industry 25 years after its creation, still going strong and with the vision to continue beyond 2033"

Brett Wood, president & CEO
TOYOTA MATERIAL HANDLING NORTH AMERICA

"A truly exceptional magazine"

William J Montwieler executive director (retired)
INDUSTRIAL TRUCK ASSOCIATION USA



iVT

Contact details

Kevin Barrett

tel: +44 (0) 1322 464733

email:

kevin.barrett@markallengroup.com

MA Business

Part of **Mark Allen**

www.markallengroup.com

MA BUSINESS

A MARK ALLEN GROUP COMPANY

Hawley Mill, Hawley Road,
Dartford,

Kent, DA2 7TJ

email: ivt@markallengroup.com

web: www.ivtinternational.com



IVT WEBINARS



iVT webinars connect you to our unique readership of decision-makers. We will build an audience for your webinar with a targeted and extensive marketing campaign that will include podcast interviews and digital promotion.

Why sponsor an iVT webinar?

- Average 30-50 fresh leads per webinar (based on previous Mark Allen Group webinars)
- 10 minute+ interview on - and sponsorship of - the iVT International Podcast (see below)
- The iVT webinar team to work with you to prepare a 30-40 minute presentation on subject of your choice. Live audience interaction.
- Comprehensive audience marketing and engagement to highlight your organisation and build an audience prior to webinar.
- Your branding clearly visible and prominent throughout – on all marketing materials, on registration page and presentation.
- Webinar to remain on iVT International website for 12 months.

THE IVT PODCAST

The **iVT Podcast** offers monthly news, views and interviews with high profile vehicle design and engineering experts from across the off-highway vehicle industry.

Sponsorship of **The iVT Podcast** provides unique access to iVT's digital subscriber list. Podcast sponsors are given an exclusive interview on one or more episodes along with associated marketing.

Why sponsor The iVT Podcast?

- Sponsors receive a minimum ten-minute interview on a subject of their choosing.
- The podcast episode or episodes will be promoted to iVT's digital newsletter reader list and downloaded by existing subscribers.
- A hyperlinked company logo will appear on both the digital mailer and ivtinternational.com
- A tagline of the sponsor's choosing will be spoken at the beginning and end of the podcast episode or episodes.



IVT DIGITAL DISPLAY MEDIA ADVERTISING

IVT Website Banner Positions

Banner positions are available on the iVT website. For location see the diagram below.

Digital banner measurements. 300 pixels (width) x 150 pixels (height). See positions numbered 1-8, which give a guide to the location of the digital banners on our iVT website at ivtinternational.com. They appear in continuous column on right-hand side of home page and are randomly rotated.

Premier header, right of logo 75 x 600 pixels.

iVT eBlasts are available to iVT magazine advertisers

Sponsored/placed content positions are available in the weekly iVT Digital E-Newsletter.

IVT WEB PAGE:

1: Premier header, right of logo (75 x 600 pixels)

2: Sponsored/placed content positions in the weekly iVT Digital E-Newsletter

3: iVT For the very latest news follow us on LinkedIn

4: Banner positions on the right-hand side of the home page (300 x 150 pixels)

5-8: Additional banner positions on the right-hand side of the home page

IVT DIGITAL BANNER OPPORTUNITIES ON EMAILERS

Banners on iVT Digital E-Newsletter weekly despatches

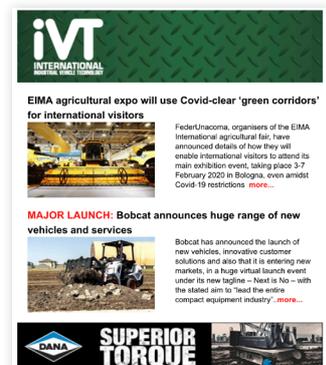
Banner dimensions and specifications

Dimensions: 500 pixels w x 80 pixels
Restricted to a maximum of six banner positions on each iVT emailer.

iVT digital emailer frequency – once a week.

Technical specification:

- 1) Please add a 1 pixel black outline around the advert
- 2) File size – no more than 50Kb
- 3) File must be an animated gif or static .jpeg. Animated images will appear static when viewed on some email software, we therefore suggest making the first frame as informative as possible.
- 4) Please provide a URL for the banner advertising banner to link to relevant web page.



DIGITAL EDITION SPONSORSHIP PREMIUM OPPORTUNITY

In September 2020 iVT launched its all-new digital edition. This fully interactive, smart-device optimised interface has already created a large increase in the numbers of readers choosing to access iVT digitally (over 11,000 visits and more than 44,000 page views for the September 2020 edition). It provides a richer editorial experience through added audio and video content, as well as extra words and images in certain articles. However, the opportunities for enhanced content aren't just limited to editorial. Each edition one print advertiser, on a first-come-first-served basis, will be able to secure the position of our Digital Edition Sponsor. This premium advertising opportunity will consist of the following forms of digital promotion...

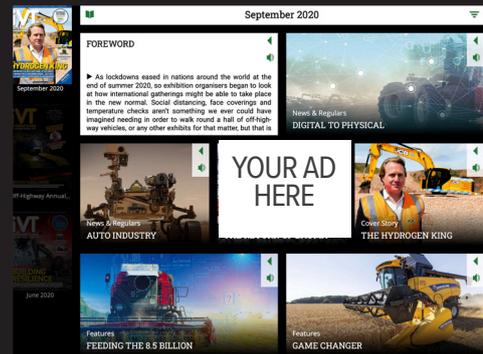
1. A 'presentation page' ad. This full page ad will appear directly opposite our front cover on the digital PDF replica of the issue
2. Two 'interstitial ads.' These ads pop up automatically between pages as you flick through the digital edition. These will be mirrored by 'lily ads' which appear in the Smart View, optimised for mobile devices
3. A logo and sponsor message in the email blast sent by iVT on digital publication
4. The opportunity to augment ads with video content

YOU GET..

Presentation page



Lily ad



Augmented content



iVT

Contact details

Kevin Barrett

tel: +44 (0) 1322 464733

email:

kevin.barrett@markallengroup.com

MA Business

Part of [Mark Allen](#)

www.markallengroup.com

MA BUSINESS

A MARK ALLEN GROUP COMPANY

Hawley Mill, Hawley Road,

Dartford,

Kent, DA2 7TJ

Email: ivt@markallengroup.com

Web: www.ivtinternational.com